

**METHOD AND SYSTEM OF CAPTURING AND READING CONSUMER-  
ORIENTED RESPONSES THROUGH CONSUMER-APPENDED BAR CODES**

**ABSTRACT OF THE DISCLOSURE**

The disclosed method and system enables the acquisition and capture of consumer information at the time of purchase, such that a product's bar code (UPC) label and a consumer's response are concurrently read at the time of purchase, so as to obtain timely consumer information of high integrity. In one embodiment, a method is provided where the consumer may respond individually to inquiries on a plurality of products such that the consumer's responses are captured at the check-out counter at the time of purchase, and a resulting set of information containing responses to a plurality of specific products can be generated.